

Table 5-5: Revenue from Visitors for Alternative Scenarios

		Base		Higher Single Ride		Higher Monuments		Advanced Sales	
Annual Circulator Trips	7-Day pass	2,585,453	20.3%	4,323,560	34.0%	6,549,385	51.5%	6,549,385	51.5%
	3-Day pass	2,369,878	18.6%	3,930,059	30.9%	4,488,904	35.3%	3,385,075	26.6%
	1-Day pass	285,962	2.2%	696,595	5.5%	-	0.0%	1,103,829	8.7%
	cash	7,471,501	58.8%	3,762,580	29.6%	1,674,505	13.2%	1,674,505	13.2%
	all fare media	12,712,794		12,712,794		12,712,794		12,712,794	
Revenue per Passenger	7-Day pass	\$0.44		\$0.58		\$0.65		\$0.65	
	3-Day pass	\$0.45		\$0.60		\$1.00		\$0.74	
	1-Day pass	\$0.49		\$0.67				\$0.91	
	cash	\$0.50		\$0.75		\$0.50		\$0.50	
	all fare media	\$0.48		\$0.64		\$0.75		\$0.68	
Annual Revenue	7-Day pass	\$1,142,742	19%	\$2,524,706	31%	\$4,259,763	44%	\$4,259,763	49%
	3-Day pass	\$1,065,114	18%	\$2,346,304	29%	\$4,488,904	47%	\$2,507,463	29%
	1-Day pass	\$139,494	2%	\$464,397	6%	\$0	0%	\$1,003,481	12%
	cash	\$3,735,751	61%	\$2,821,935	35%	\$837,252	9%	\$837,252	10%
	all fare media	\$6,083,100		\$8,157,342		\$9,585,919		\$8,607,959	
Revenue from Downtown Workers and Shoppers		\$1,607,756		\$2,012,425		\$1,607,756		\$1,607,756	
Total Revenue		\$7,690,856		\$10,169,767		\$11,193,675		\$10,215,715	